

The Promotion, Product and the People of Luxurious Hotel: A Case Study @hrhbali 2018

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Abstract

The previous research findings @hrhbali in the period of January to December 2017 show the attributes of the Hard Rock Hotel Bali are the combination of party, music, and fun. The current research objective is to further explore the @hrhbali attributes from @hrhbali dataset within a different period of observation. Within the period of January to June 2018 there are 681 tweets extracted, further Exploratory Factor Analysis conducted with Provalis Research Software to explore the @hrhbali attributes. The result of the exploratory research @hrhbali attributes shows that reviews from a consumer are frequently delivered @hrhbali. @hrhbali emphasis on customer reviews to provide proof that they do have a good quality of service and give a good impression to the consumers. These reviews can be used as a Promotion element by @hrhbali to attract more consumer because the review given by visitors who've come can be used as a tool of reasoning by visitors who consider staying at the hotel. Furthermore, @hrhbali also displays photographs of the facilities that are interesting and beautiful that can be used as the medium of communication services to potential customers. There are also posting about the employee in Hard Rock Hotel Bali that represent the element of People. They also concerned with the quality of the workers they have. Workers who are professional, friendly to guests who can satisfy visitors. Consistent with the previous findings, @hrhbali promotes the music, fun, and party, followed with other findings from the period January-June 2018 that focus on the element of Promotion, Products, and People of the marketing mix.

Keywords: Exploratory Factor Analysis, @hrhbali, Promotion, Product, People

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1. Research Background

Indonesia growing tourism industry (Tafiprios, Kartini, Hilmiana, & Sari, 2015) (Desfiandi, Fionita, & Ali, 2017), also open the opportunity for luxury hotels development. In 2017, luxury hotels valued rise by 15%. Business monitor international projected value Growing 12% in a constant rate. Sales reaching 15 trillion in 2022 (Euromonitor, 2018b).

This is a logical projection since Indonesia become a growing country for the tourist destination. There are only 10 Luxury hotels developed in the country in 2016. And since there are a lot of tourist Inbound arrivals, and the government developing infrastructure to support the tourism industry. There are more luxury hotel chains developing in Indonesia. The government also loosen the permit to build a business, include the luxury the resorts. Nevertheless, this growing luxury hotel potential will also increase competition between luxury hotels. There are new hotel developments, to mention Capella group hotel in 2018, and also the Park Hyatt in 2017 (Euromonitor, 2018b).

Some of the tourism destination which are Bali and Lombok, still the popular destination in Indonesian tourism. But there is some destination that the government developed such as in the eastern of Indonesia, and also some of the Halal tourism destinations in Lombok. Nevertheless, the competition in Bali will remain fierce, therefore the company should prepare and develop a strategy to be able to compete with the other luxurious hotels.

Indonesian cafe and bar also growing significantly, the data delivered from Euromonitor international in 2018 show that the growth of the Cafe and bar registers reach 8% in 2017 (Euromonitor, 2018a). Most of the cafe and bar delivered the services in the shopping centers, an entertainment facility for the shoppers when they come shopping at the mall or Plaza.

However there is a luxurious hotel in Bali that also well known with the Hard Rock Café, it is the Hard Rock Hotel Bali @hrhbali. The concept of luxurious hotels and also Hard Rock Café are the sample of the unique

services that are interesting for research. What is exactly the major attributes delivered from the luxurious hotel, and how the identity of Hard Rock Cafe delivered @hrhbal. This is interesting research considered that @hrhbal are also competing among the major luxurious hotel in Bali such as the Marriott, Ritz Carlton and also Mulia Bali. Therefore this research will focus on exploring the attributes delivered by @hrhbal, Hard Rock Hotel Bali twitter, which is one of the prestigious luxury hotel in Bali. Which attributes dominant @hrhbal, is it the entertainment? the concert? the café? Or hospitality service delivery? This empirical research will be conducted by extracting the data from Twitter within the period of January until June 2018, and then this unstructured data set will be analyzed. This research uses the Provalis Research software that will able to support the analysis on tweet unstructured data set.

2. Theoretical Review

The customer orientation consequently influences the decision makers to explore the needs of the consumers. Because there are so many needs and wants, the promise deliver should meet the selected demand of the target market. Therefore the hotel attributes deliver the promised benefits (Dube & Renaghan, 1999).

Back in the early 90s, there is a limited communication channel for the company and the consumers. Therefore there is a limitation to deliver the promise of the hotel to the targeted consumers. Nevertheless, since the era of Internet and technology, communication between the hotel management and the target consumers have been flourished, therefore the management could deliver the promised benefit towards the target consumer through online communication.

The hotel website delivered attributes to develop the hotel positioning (Hung, 2017), the previous research @hrhbal twitter in the period of January to December 2017 findings show that there is a combination of a party, music, and fun attributes delivered by @hrhbal (Nugroho, 2018b).

The research conducted by (Castro, Ferreira, & Ferreira, 2016) analyze the different hotel characteristic and the room attributes. Every hotel has different attributes that are related to the willingness to pay. Therefore the findings show that the proposition delivered by the hotel is the most valued attributes for the consumers targeted. The hotel will deliver a proposition that valued high for the targeted consumers, therefore the proposition will convince the consumer In the decision making process. As stated the marketing communication is the promise delivered by the hotel, and consumers will satisfy when the promise fulfilled by the hotel. Therefore the hotel will choose relevant attributes which they could fulfill based on their competitive advantage.

Since every consumer has different needs and want, different preference towards the services provided by the hotel. Then an exploratory study for the hotel attributes is merely important. A study conducted by (Rhee & Yang, 2015), investigate the importance of six hotel attributes, which are value, service, rooms, sleep quality, location, and cleanliness. The findings of the research confirm that value and rooms are the most important attributes that influence the overall rating.

This attributes collected from several studies and survey, since the attribute preference will be differently related to the background of the consumers, therefore grounded research on attributes for the Indonesian consumer is necessary.

A study from (Caber & Albayrak, 2014) findings shows that the value for money and the availability of organized entertainment in the hotel are the important attributes for the senior British tourist. As stated previously, every consumer has different preferences. The study focused on the stories from Germany, British, and Dutch tourist when they have a vacation in Turkey, Antalya.

The hotel attributes considered important for the German senior respondent rather than the younger Germans. And for the British, cleanliness is the most important attribute for the pre-senior and senior. These findings reflect the different preference because of different backgrounds and also ages. These existing literature show that the attribute is important for hotel, and we could manage to explore the attribute promised from the internet, social media such as Twitter.

3. Research Method

@hrhbal selected since the hotel represent the luxury hotel with a unique musical identity. @hrhbal represent the growing luxury hotel industry and the growing entertainment café and bar industry in Indonesia.

The tweet data extracted from @hrhbal for the period of January to June 2018. There are 681 tweets processed. The processed begin with data preparation (Figure 1). Furthermore, the exploratory factor analysis with the

Provalis Research software conducted to show the insight of 681 unstructured datasets into a few themes that are more easy to interpret. The exploratory factor analysis is looking for relationship within the dataset (Wijanto, 2008), looking for specific a relationship from the data (Hair, Anderson, Tatham, & William, 1998).

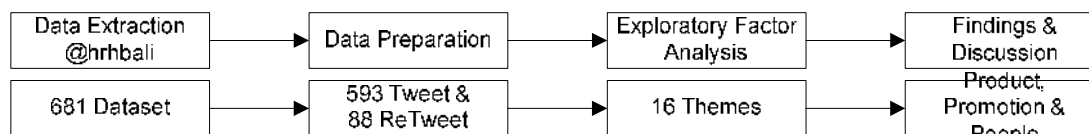


Figure 1. Research Process

The secondary data from the Twitter data set @hrhbali relevant to show the attributes of the hotel services (Nugroho, 2018b). Previous research related to the method have been conducted for the airline (Sihite & Nugroho, 2017), Islamic Bank (Nugroho, 2018a), political marketing (Sihite, Assauri, & Halim, 2018), National Tourism Organization (Nugroho & Sihite, 2018) (Sihite & Nugroho, 2018) (Nugroho, 2017), and University (Nugroho & Sihite, 2015),

The Provalis Research cluster analysis technique in the exploratory factor analysis will simplify the data complexity (Campbell, Pitt, Parent, & Berthon, 2011). The technique identifies keywords and the relationship with the coocurrence method (Silver & Lewins, 2014).

4. Results and Discussion

The exploratory factor analysis findings show that there are 16 themes for the period January-June 2018 (Figure 2). Many of the themes presented @hrhbali twitter related to the promotion element of the marketing mix. @hrhbali delivered more information and services review from the consumers rather than deliver hotel services promotions such as discounts, facilities. @hrhbali put more emphasis on tweeting the feedback from the consumers, to convince other targeted consumers.

There are many reviews from consumers posted by @hrhbali. Look at the tweet dated 12 January 2018 that conveys "Beyond expectations, one of the best massages. Thank you!-Linda Swarab ". Consumers who called Linda Swarab gives a review of the massages services delivered by Hard Rock Hotel Bali. Linda commented on the services provided beyond expectation, and this is the best massage place.

There is also a review by Jeffrey Sutorius. The tweet posted @hrhbali on January 13, 2018 "Calm Atmosphere and nicely perfumed oil. Excellent massage, 100% recommended, 100% satisfied ". Jeffrey praised the services provided by Hard Rock Hotel Bali, especially for massage services. The place is very cozy place and also the materials used by Hard Rock Hotel Bali in service Rock Spa is very satisfying because of the quality and also the scent. Therefore Jeffrey 100% recommend Hard Rock Hotel Bali.

Then there's a tweet from a consumer that review the performance of the employees who worked at Hard Rock Hotel Bali. One of them posted on 20 January 2018 by Amy Mitchell "Atik is lovely! Very friendly and professional. I loved my massage". Amy said that one of the employees named Atik's is also very friendly and professional that he really liked the service provided by Hard Rock Hotel Bali.

@hrhbali also promoting big events like Chinese New Year. One of the promo posted on 22 January 2018 "10% early bird discount for festive deals and sumptuous buffet dinner booking period from January 22 to February 10 2018. For booking via email at bookings@hardrockhotels.net or via telephone at the number 0361761869 using promo code "EBCNY".

@hrhbali is also very proud to show the beauty of the place. The tweet posted @hrhbali on January 22, 2018 featuring pictures of the pool they had with the caption of the image "Just feels like heaven." This image could be the proof that Hard Rock Hotel Bali has an incredible place, comfortable and beautiful that can fulfill the consumer satisfaction

Furthermore, @hrhbali also retweet reviews and retweet posting that promote or recommend the hotel from the other twitter. It can be seen from the tweet posted @hrhbali on 03 March 2018, @PHOENIXFMBALI said "Celebrate Nyepi along @hrhbali, rates start from IDR 250 k ++ includes breakfast. More info hub 0361761896 ". @hrhbali in cooperation with @phoenixfmbali promoting the hotel. @PHOENIXFMBALI is one of radio's station in Bali.

@hrhbali also displays information about the product (services) proposition. A tweet posted on 11 March 2018

that informs the "BOOM BOX". Boom box is one of the karaoke for visitors who want to sing and also like to record the sound because of the boom box is also a recording studio that has sophisticated technology.

4 from 16 themes of the exploratory factor analysis consist of spa and massage, therefore within the observation period, the good quality of massage services recommended. Nevertheless, music is also the dominant attribute delivered @hrhbali within the period of observation. This is relevant to the previous research that stated that @hrhbali positioning is music, fun, and party. Nevertheless, the themes from the exploratory factor analysis are insufficient to expose the 7 elements of the marketing mix, therefore further longer period of data shall be analyzed to reach better insight related to @hrhbali attributes.

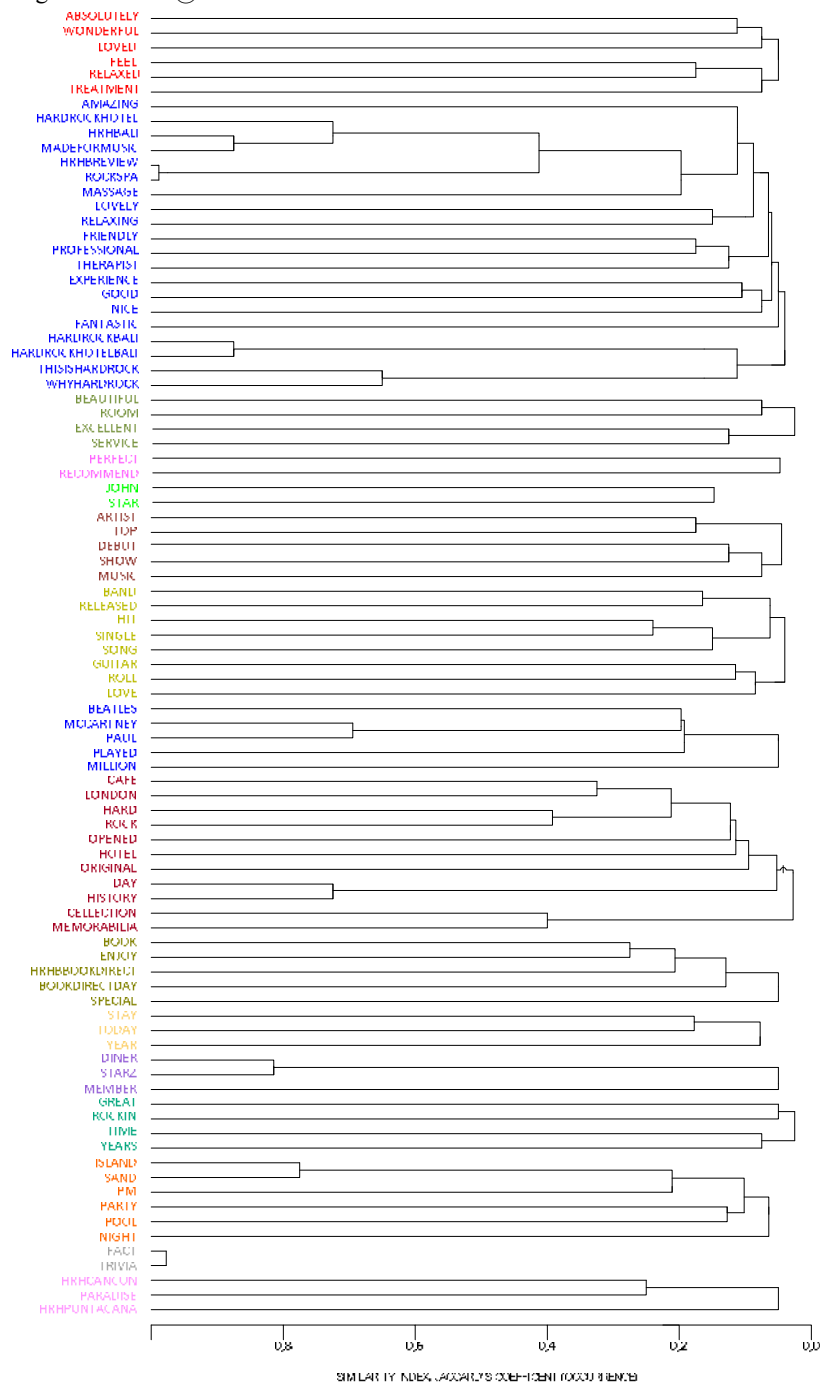


Figure 2. Dendrogram @hrhbali

5. Conclusion

Based on the exploratory @hrhbali attributes, the findings conclude that the consumer's review is frequently delivered tweet by @hrhbali. @hrhbali focus on customer review to develop an argument that has good service quality and promoting a good image to the targeted consumer. Since the reviews from the consumers are a good electronic word of mouth that could influence the intention to stay in the hotel, this is an effective promotion tool for @hrhbali to earn more positive sentiment from the targeted market. To support the promotion of @hrhbali, the picture of the Hard Rock Hotel Bali facilities also posted. This appealing photos could improve the willingness of the consumer to stay @hrhbali.

There is also a theme that delivered the people aspect @hrhbali which are the services. The quality of the services, the professional, polite, friendly, are the attributes that also important proposition @hrhbali.

Finally, most of the themes that are delivered @hrhbali from the period of January to June 2018 are the product and promotion aspect of the marketing mix and the people aspect. Product, promotion and also the people are the core proposition that dominant within the research period. This research findings also support previous research @hrhbali that stated the positioning of @hrhbali are party, music, and fun. The future research should be conducted using a longer period and bigger dataset observation, therefore the analysis will reach better reliability.

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